

**Amendments to the Claims:** This listing of claims will replace all prior versions, and listings, of claims in the application

Listing of Claims:

1. (Currently Amended) A method of determining a quality ranking of user traffic directed from at least one traffic producer Web site to a traffic consumer Web site, comprising the steps of:
  - a) establishing a reference for the traffic consumer on the at least one Web site of the traffic producer, the reference including a link to a traffic quality intermediary and a unique identifier to identify the traffic consumer;
  - b) ~~receiving at the traffic quality intermediary directing, using the link, user traffic data through the traffic quality intermediary from the traffic producer Web site to from the traffic producer consumer Web site, the user traffic data being~~ associated with the user traffic directed from the traffic producer; and
  - c) determining a quality ranking of the user traffic of the traffic consumer based upon the user traffic data and the unique identifier.
2. (Currently Amended) A method of determining a quality ranking of user traffic in accordance with claim 1, wherein step (b) of directing the user traffic data through the traffic quality intermediary from the traffic producer Web site to the traffic consumer Web site comprising the further step (d) of includes redirecting the user traffic from the traffic quality intermediary to the traffic consumer Web site.

3. (Currently Amended) A method of determining a quality ranking of user traffic in accordance with claim 2, comprising the further step ~~(e)~~(d) of reporting the quality ranking.

4. (Currently Amended) A method of determining a quality ranking of user traffic in accordance with claim 3, wherein the user traffic data is comprised of a plurality of traffic data parameters and the step (c) of determining a quality ranking comprises the steps of:

a) comparing each of the plurality of traffic data parameters of the user traffic data against a baseline group, the baseline group comprising a respective baseline for each of the user traffic data parameters;

b) determining a deviation for each of the plurality of traffic data parameters of the user traffic based on the comparison;

c) weighting the deviation for each of the plurality of traffic data parameters with a predetermined weight assigned to each of the plurality of traffic data parameters; and

d) combining each of the weighted deviations to arrive at the traffic quality ranking.

5. (Original) A method of determining a quality ranking of user traffic in accordance with claim 4, wherein before the step of comparing, at least one traffic data parameter of the user traffic data is aggregated.

6. (Original) A method of determining a quality ranking of user traffic in accordance with claim 5 wherein the aggregated user traffic data is normalized and the quality ranking is determined based upon the normalized user traffic.

7. (Original) A method of determining a quality ranking of user traffic in accordance with claim 6 wherein all traffic data parameters are aggregated and normalized.

8. (Currently Amended) A method of determining a quality ranking of user traffic in accordance with claim 5 wherein the user traffic is aggregated over either a period of time or a number of user selections of thea listing.

9. (Original) A method of determining a quality ranking of user traffic in accordance with claim 8, wherein the user traffic is aggregated by separately aggregating each of the plurality of traffic data parameters over either the period of time or the number of user selections of the listing.

10. (Original) A method of determining a quality ranking of user traffic in accordance with claim 9, wherein at least one of the aggregated plurality of traffic data parameters is represented as a percentage of occurrences of that traffic data parameter, over the period of time or the number of user selections of the listing.

11. (Original) A method of determining a quality ranking of user traffic in accordance with claim 4, wherein the baseline group is based upon a predetermined group of traffic producers.

12. (Original) A method of determining a quality ranking of user traffic in accordance with claim 11, wherein the predetermined group of traffic producers is an industry grouping into which the traffic consumer can be categorized or a grouping based on a common factor to the traffic consumer and the others in the grouping or a general grouping of traffic producers.

13. (Currently Amended) A method of determining a quality ranking of user traffic in accordance with claim 11, wherein the predetermined group of traffic producers is an industry grouping into which the traffic producer can be categorized or a grouping based on a common factor to the traffic producer and the others in the grouping or a general grouping of traffic producers.

14. (Original) A method of determining a quality ranking of user traffic in accordance with claim 4, wherein the steps that comprise the step (c) of determining a quality ranking are repeated for each of a plurality of baseline groups.

15. (Original) A method of determining a quality ranking of user traffic in accordance with claim 4, user traffic data includes data received from the traffic producer and data either determined or assigned by the traffic quality intermediary.

16. (Original) A method of determining a quality ranking of user traffic in accordance with claim 15, wherein the data either determined or assigned by the traffic quality intermediary includes the time of the received user traffic data.

17. (Currently Amended) A method of determining a quality ranking of user traffic in accordance with claim 15, wherein the user traffic data comprises one or more of:

a) ~~the~~ a Universal Resource Locator (URL) of the traffic producer Web site;

b) a time associated with ~~the~~ receipt of the user traffic at the traffic quality intermediary;

c) one or more keywords used in selecting ~~the~~ a listing on the traffic producer Web site;

d) ~~the~~ a number of mouse clicks used in selecting the listing on the traffic producer Web site;

e) a browser language;

f) a country;

g) screen settings of a user's computer used to select the listing;

- h) cookies stored on the user's computer;
- i) spatial coordinates relating to locations on a display of the user's computer, on which the listing was displayed;
- j) proxy usage through an Internet Service Provider (ISP);
- k) browser type; and
- l) an IP address of the user.

18. (Original) A method of determining a quality ranking of user traffic in accordance with claim 4, wherein one or more of the plurality of traffic data parameters for the baseline group is periodically changed.

19. (Currently Amended) A method of determining a quality ranking of user traffic in accordance with claim 18, wherein the one or more of the plurality of traffic data parameters for the baseline group that is periodically changed is changed based upon user traffic data received subsequent to the last time there was a change.

20. (Original) A method of determining a quality ranking of user traffic in accordance with claim 4, further comprising the step of determining a cost for the traffic consumer to pay the traffic producer for user traffic based on the quality ranking.

21. (Currently Amended) A method of determining the quality of user traffic in accordance with claim 20, wherein the determined cost is a cost per access of the listing on the traffic producer Web site.

22. (Original) A method of determining a quality ranking of user traffic in accordance with claim 6, wherein the step of normalizing the aggregated data comprises the step of setting ranges for each parameter of aggregated data to be normalized and assigning a value for each range.

23. (Currently Amended) A method of determining the quality of user traffic in accordance with claim 4, wherein the step of combining each of the weighted deviations is comprised of the step of adding the combined weighted deviations.

24. (Original) A method of determining the quality of user traffic in accordance with claim 4, wherein the quality ranking falls within a scale, the scale having an upper limit and a lower limit.

25. (Currently Amended) A method of determining a quality ranking of user traffic in accordance with claim 4, wherein, before step (a), a traffic consumer is registered with the traffic quality intermediary, and the step of registering with the traffic quality intermediary comprises the steps of:

a) receiving and storing at least one Universal Resource Locator (URL), for the traffic consumer for the traffic quality intermediary to use in redirecting the user traffic to the traffic consumer;

b) assigning the traffic consumer at least one unique identifier to identify the at least one URL of the traffic consumer in the a listing.

26. (Currently Amended) A method of determining a quality ranking of user traffic in accordance with claim 4, wherein the an amount of revenue generated at the traffic consumer by user traffic from the traffic producer that is redirected by the traffic quality intermediary is provided to the traffic quality intermediary and a user traffic conversion potential ranking is determined based upon the quality ranking and the revenue generated.

27. (Currently Amended) A method of determining a quality ranking of user traffic in accordance with claim 26, wherein the user traffic conversion potential is determined for either a period of time or a number of user selections of the a listing.

28. (Currently Amended) A method of determining a quality ranking of user traffic in accordance with claim 1, wherein the traffic consumer has a plurality of Universal Resource Locators URL's(URLs) and a separate reference is established for each URL.



29. (Original) A method of determining a quality ranking of user traffic in accordance with claim 4, wherein the step of weighting the deviation is adjustable by the user.

30. (Currently Amended) A method of determining a quality ranking of user traffic in accordance with claim 9, wherein the step of reporting the quality ranking is comprised of the steps of:

- a) providing the user with access to the traffic quality intermediary to obtain the quality ranking; and
- b) allowing the user to set the period of time or the number of user selections.

31. (Currently Amended) A method of determining a quality ranking of user traffic directed from at least one traffic producer Web site to a traffic consumer Web site, comprising the steps of:

- a) establishing a reference for the traffic consumer on the at least one Web site of the traffic producer, the reference including a link from the traffic producer to a traffic quality intermediary and a unique identifier to identify the traffic consumer;
- b) receiving at the traffic quality intermediary user traffic data associated with the user traffic directed from the traffic producer;

c) determining a quality ranking of the user traffic of the traffic consumer based upon the user traffic data and the unique identifier; and

d) directing, using the link, redirecting the user traffic through the traffic quality intermediary from the traffic quality-intermediary producer Web site to the traffic consumer Web site.

32. (Currently Amended) A method of determining a quality ranking of user traffic directed from at least one traffic producer Web site to a traffic consumer Web site, comprising the steps of:

a) establishing a reference for the traffic consumer on the at least one Web site of the traffic producer, the reference including a link from the traffic producer to a traffic quality intermediary and a unique identifier to identify the traffic consumer;

b) receiving at the traffic quality intermediary user traffic data associated with the user traffic directed from the traffic producer;

c) directing, using the link, redirecting the user traffic through the traffic quality intermediary from the traffic quality-intermediary producer Web site to the traffic consumer Web site;

d) determining a quality ranking of the user traffic based upon the user traffic data; and

- e) reporting the quality ranking.

33. (Currently Amended) A method of determining a quality ranking of user traffic directed from at least one traffic producer Web site to a traffic consumer Web site, comprising the steps of:

- a) establishing a reference for the traffic consumer on the at least one Web site of the traffic producer, the reference including a link from the traffic producer to a traffic quality intermediary and a unique identifier to identify the traffic consumer;
- b) receiving at the traffic quality intermediary user traffic data associated with the user traffic directed from the traffic producer;
- c) directing, using the link, redirecting the user traffic through the traffic quality intermediary from the traffic quality intermediary producer Web site to the traffic consumer Web site;
- d) determining a quality ranking of the user traffic based upon the user traffic data comprising the steps of:
  - i) comparing each of thea plurality of traffic data parameters of the user traffic data against a baseline group, the baseline group comprising a respective baseline for each of the plurality of user-traffic data parameters of the user,

- ii) determining a deviation for each of the plurality of traffic data parameters of the user traffic based on the comparison,
- iii) weighting the deviation for each of the plurality of traffic data parameters of the user with a predetermined weight assigned to each of the plurality of traffic data parameters of the user, and
- iv) combining each of the weighted deviations to arrive at the traffic quality ranking; and
- e) reporting the quality ranking.

34. (Currently Amended) A method of determining a quality ranking of user traffic directed from at least one traffic producer Web site to a traffic consumer Web site, comprising the steps of:

- a) establishing a reference for the traffic consumer on the at least one Web site of the traffic producer, the reference including a link from the traffic producer to a traffic quality intermediary and a unique identifier to identify the traffic consumer;
- b) receiving at the traffic quality intermediary user traffic data associated with the user traffic directed from the traffic producer, the user traffic data comprised of a plurality of traffic data parameters;

c) directing, using the link, redirecting the user traffic through the traffic quality intermediary from the traffic quality-intermediaryproducer Web site to the traffic consumer Web site;

d) determining a quality ranking of the user traffic based upon the user traffic data comprising the steps of:

i) aggregating at least one traffic data parameter of the user traffic,

ii) comparing each of the plurality of traffic data parameters of the aggregated user traffic data against a baseline group, the baseline group comprising a respective baseline for each of the user traffic data parameters,

iii) determining a deviation for each of the plurality of traffic data parameters of the user traffic based on the comparison,

iv) normalizing the determined deviation for at least one of the plurality of traffic data parameters of the user traffic,

v) weighting the deviation for each of the plurality of traffic data parameters with a predetermined weight assigned to each of the plurality of traffic data parameters and if a deviation is normalized, using the normalized deviation for the weighting, and

vi) combining each of the weighted deviations to arrive at the traffic quality ranking; and

e) reporting the quality ranking.

35. (Currently Amended) A method of determining a quality ranking of user traffic comprised of a plurality of users, each user directed from a traffic producer Web site to a traffic consumer Web site, comprising the steps of:

a) establishing a reference for the traffic consumer on the traffic producer Web site, the reference including a link from the traffic producer to a traffic quality intermediary and a unique identifier to identify the traffic consumer;

b) receiving at the traffic quality intermediary user traffic data associated with each user of the user traffic directed from the traffic producer, the user traffic data for each user comprised of a plurality of traffic data parameters;

c) directing, using the link, redirecting the user traffic through the traffic quality intermediary from the traffic quality-intermediary producer Web site to the traffic consumer Web site.;

d) determining a quality ranking of the user traffic based upon the user traffic data comprising the steps of:

i) aggregating the user traffic data for each traffic data parameter,

- ii) comparing each of the plurality of traffic data parameters of the aggregated user traffic data against a baseline group, the baseline group comprising a respective baseline for each of the user traffic data parameters,
  - iii) determining a deviation for each of the plurality of traffic data parameters of the user traffic based on the comparison,
  - iv) normalizing the determined deviation for at least one of the plurality of traffic data parameters of the user traffic,
  - v) weighting the normalized deviation for each of the plurality of traffic data parameters with a predetermined weight assigned to each of the plurality of traffic data parameters, and
  - vi) combining each of the weighted deviations to arrive at the traffic quality ranking; and
- e) reporting the quality ranking.

36. (Currently Amended) A method of determining a baseline for use in ~~a system or method of~~ determining a quality ranking of user traffic comprised of a plurality of users, each user being directed from a traffic producer Web site to a traffic consumer Web site, and the user traffic having user traffic data associated with each user of the user traffic and the user traffic data

being comprised of a plurality of traffic data parameters, the method comprising the steps of:

- a) directing the user traffic through the traffic quality intermediary from the traffic producer Web site to the traffic consumer Web site;
- b) monitoring the user traffic between the traffic producer Web site and the traffic consumer Web site for a predetermined period of time;
- b)c) collecting the user traffic data associated with each user of the monitored user traffic;
- e)d) storing the traffic data parameters of the collected user traffic data;
- d)e) aggregating separately each of the stored traffic data parameters; and
- e)f) determining a baseline for each of the aggregated traffic data parameters.

37. (Currently Amended) A method of determining a baseline in accordance with claim 36, wherein the user traffic producer directed and monitored in steps (a) and (b) is from a plurality of traffic producers with each of the plurality of traffic producers having a predetermined relationship to each other.



38. (Currently Amended) A method of determining a baseline in accordance with claim 36, wherein the user traffic producer directed and monitored in steps (a) and (b) is from a plurality of traffic producers.

39. (Currently Amended) A system of determining a quality ranking of user traffic directed from at least one traffic producer Web site to a traffic consumer Web site, comprising:

a) means for establishing a reference for the traffic consumer on the at least one Web site of the traffic producer, the reference including a link from the traffic producer to a traffic quality intermediary and a unique identifier to identify the traffic consumer;

b) at least one computer for directing, using the link, the user traffic through the traffic quality intermediary from the traffic producer Web site to the traffic consumer Web site, receiving at the traffic quality intermediary receiving user traffic data associated with the user traffic directed from the traffic producer; and

c) at least one computer for determining a quality ranking of the user traffic based upon the user traffic data.

40. (Currently Amended) A system of determining a quality ranking of user traffic directed from at least one traffic producer Web site to a traffic consumer Web site, comprising:

a) means for establishing a reference for the traffic consumer on the at least one Web site of the traffic producer, the reference including a link from the traffic producer to a traffic quality intermediary and a unique identifier to identify the traffic consumer;

b) at least one computer for directing, using the link, the user traffic through the traffic quality intermediary from the traffic producer Web site to the traffic consumer Web site, receiving at the traffic quality intermediary receiving the traffic quality intermediary user traffic data associated with the user traffic directed from the traffic producer;

c) at least one computer for determining a quality ranking of the user traffic based upon the user traffic data; and

d) means for redirecting the user traffic from the traffic quality intermediary to the traffic consumer Web site.

41. (Currently Amended) A system of determining a quality ranking of user traffic directed from at least one traffic producer Web site to a traffic consumer Web site, comprising:

a) means for establishing a reference for the traffic consumer on the at least one Web site of the traffic producer, the reference including a link from the traffic producer to a traffic quality intermediary and a unique identifier to identify the traffic consumer;

b) at least one computer for receiving at the traffic quality intermediary user traffic data associated with the user traffic directed from the traffic producer;

c) means for ~~redirecting directing, using the link,~~ the user traffic through the traffic quality intermediary from the traffic quality intermediary producer Web site to the traffic consumer Web site;

d) at least one computer for determining a quality ranking of the user traffic based upon the user traffic data; and

e) means for reporting the quality ranking.

42. (Currently Amended) A system of determining a quality ranking of user traffic directed from at least one traffic producer Web site to a traffic consumer Web site, comprising:

a) means for establishing a reference for the traffic consumer on the at least one Web site of the traffic producer, the reference including a link from the traffic producer to a traffic quality intermediary and a unique identifier to identify the traffic consumer;

b) at least one computer for receiving at the traffic quality intermediary user traffic data associated with the user traffic directed from the traffic producer;

c) means for ~~redirecting directing~~, using the link, the user traffic through the traffic quality intermediary from the traffic quality intermediary producer Web site to the traffic consumer Web site;

d) at least one computer for determining a quality ranking of the user traffic based upon the user traffic data that carries out the steps of:

i) comparing each of the a plurality of traffic data parameters of the user traffic data against a baseline group, the baseline group comprising a respective baseline for each of the plurality of user-traffic data parameters of the user,

ii) determining a deviation for each of the plurality of traffic data parameters of the user traffic based on the comparison,

iii) weighting the deviation for each of the plurality of traffic data parameters of the user with a predetermined weight assigned to each of the plurality of traffic data parameters of the user, and

iv) combining each of the weighted deviations to arrive at the traffic quality ranking; and

e) means for reporting the quality ranking.

43. (Currently Amended) A system for determining a quality ranking of user traffic directed from at least one traffic producer Web site to a traffic consumer Web site, comprising:

a) means for establishing a reference for the traffic consumer on the at least one Web site of the traffic producer, the reference including a link from the traffic producer to a traffic quality intermediary and a unique identifier to identify the traffic consumer;

b) at least one computer for receiving at the traffic quality intermediary user traffic data associated with the user traffic directed from the traffic producer, the user traffic data comprised of a plurality of traffic data parameters;

c) means for ~~redirecting-directing, using the link,~~ the user traffic through the traffic quality intermediary from the traffic quality intermediary producer Web site to the traffic consumer Web site;

d) at least one computer for determining a quality ranking of the user traffic based upon the user traffic data that carries out the steps of:

i) aggregating at least one traffic data parameter of the user traffic,

ii) comparing each of the plurality of traffic data parameters of the aggregated user traffic data against a baseline group, the

baseline group comprising a respective baseline for each of the user traffic data parameters,

iii) determining a deviation for each of the plurality of traffic data parameters of the user traffic based on the comparison,

iv) weighting the deviation for each of the plurality of traffic data parameters with a predetermined weight assigned to each of the plurality of traffic data parameters, and

v) combining each of the weighted deviations to arrive at the traffic quality ranking; and

e) means for reporting the quality ranking.

44. (Currently Amended) A system for determining a quality ranking of user traffic directed from at least one traffic producer Web site to a traffic consumer Web site, comprising:

a) means for establishing a reference for the traffic consumer on the at least one Web site of the traffic producer, the reference including a link from the traffic producer to a traffic quality intermediary and a unique identifier to identify the traffic consumer;

b) at least one computer for receiving at the traffic quality intermediary user traffic data associated with the user traffic directed from the

traffic producer, the user traffic data comprised of a plurality of traffic data parameters;

c) means for ~~redirecting-directing, using the link,~~ the user traffic through the traffic quality intermediary from the traffic quality intermediary producer Web site to the traffic consumer Web site;

d) at least one computer for determining a quality ranking of the user traffic based upon the user traffic data that carries out the steps of:

i) aggregating at least one traffic data parameter of the user traffic,

ii) comparing each of the plurality of traffic data parameters of the aggregated user traffic data against a baseline group, the baseline group comprising a respective baseline for each of the user traffic data parameters,

iii) determining a deviation for each of the plurality of traffic data parameters of the user traffic based on the comparison,

iv) normalizing the determined deviation for at least one of the plurality of traffic data parameters of the user traffic,

v) weighting the deviation for each of the plurality of traffic data parameters with a predetermined weight assigned to each of the

plurality of traffic data parameters and if a deviation is normalized, using the normalized deviation for the weighting, and

vi) combining each of the weighted deviations to arrive at the traffic quality ranking; and

e) reporting the quality ranking.

45. (Original) A method of determining a quality ranking of user traffic in accordance with claim 17, wherein the user traffic data is further comprised of the URL of a Web site visited by a user prior to the traffic producer's Web site.

46. (Original) A method of determining a quality ranking of user traffic in accordance with claim 31, wherein step (d) comprises the further step of modifying the reference for the traffic consumer to allow tracking a user by a traffic quality intermediary.

47. (Original) A method of determining a quality ranking of user traffic in accordance with claim 46 wherein the step of modifying the reference comprises the step of embedding software code in the reference to collect user traffic data.

48. (Original) A method of determining a quality ranking of user traffic in accordance with claim 47, wherein the embedded software code is adapted



to execute when the reference for the traffic consumer is loaded and before a user clicks on the reference for the traffic consumer.

49. (Original) A method of determining a quality ranking of user traffic in accordance with claim 48, wherein the embedded software code supplies the traffic quality intermediary with prior Web site traffic data relating to prior Web site visits by a user.

50. (Original) A method of determining a quality ranking of user traffic in accordance with claim 49, wherein the prior Web site traffic data is relayed to and collected by the traffic quality intermediary before the user selects the reference to the traffic consumer.

51. (Original) A method of determining a quality ranking of user traffic in accordance with claim 50, wherein the collected prior Web site traffic data is stored and analyzed by the traffic quality intermediary.

52. (Original) A method of determining a quality ranking of user traffic in accordance with claim 50, wherein the collected prior Web site traffic data is combined with other traffic data and analyzed by the traffic quality intermediary.